

EC'd Yes Last Received: 09/05/2012 10:12 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () GREAT AMERICAN MEDIA Rep Firm () PHILADELPHIA
Advertiser () DSCC IE 3050 K ST NW Sales Office ()
Product D.S.C.C. IE WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# Agency C/P1/P2/E Flight Dates 10/23/2012 - 10/29/2012 Salesperson Phone# 215-567-6005
Buyer DAN NAGELBERG Hiatus Weeks Salesperson FAX# 215-567-5938
Phone#
Fax#

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 40,700
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	AM NEWS Buyline Comment: AM NEWS	:30	\$2,000.00	10/23-10/26	1	1	1	\$2,000.00	
	2	M	6A-7A	AM NEWS Buyline Comment: AM NEWS	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	3	TU-F	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$2,000.00	10/23-10/26	1	1	1	\$2,000.00	
	4	M	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	5	SA	6A-7A	SATURDAY EARLY AM NEWS Buyline Comment: SATURDAY EARLY AM NEWS	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
	6	SA	7A-8A	SATURDAY AM NEWS Buyline Comment: SATURDAY AM NEWS	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
	7	SA	8A-10A	TODAY SHOW Buyline Comment: SATURDAY TODAY SHOW	:30	\$1,200.00	10/27-10/27	1	1	1	\$1,200.00	
	8	SU	6A-7A	SUNDAY EARLY AM NEWS Buyline Comment: SUNDAY EARLY AM NEWS	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	

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WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

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	31	SU	1130P-12A	LATE NEWS	:30	\$2,000.00	10/28-10/28	1	1	1	\$2,000.00	
	Buyline Comment: LATE NEWS											
	32	TU-F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/23-10/26	1	1	1	\$500.00	
	Buyline Comment: THE TONIGHT SHOW											
	33	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
	Buyline Comment: THE TONIGHT SHOW											
	34	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
	Buyline Comment: SATURDAY NIGHT LIVE											

---REPORT TOTALS---

Report Totals: 34 / \$40,700.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$30,000.00 Nov 12: 9 / \$10,700.00
Sales Totals: 34 / \$40,700.00
Station Totals: 34 / \$40,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$145,357	CATV 0%	WAVY 28%	WGNT 3%	WPXV 0%	WTKR 21%
		WTVZ 5%	WVBT 5%	WVEC 38%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

Rep Order# 6849225 Ver# 1 Status New Traffic Order# Printed: 09/10/2012 5:01 PM 5 of 5

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---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE